

REMARKS

Applicant thanks the Patent Office for the careful attention accorded this Application and respectfully request reconsideration in view of the Amendment above and remarks set forth below.

In response to the Office Action mailed March 17, 2009, Applicant has canceled Claim 486 and amended Claims 478-481, 484 and 488 to improve the form of the claims and overcome any basis for rejection under 35 USC Section 112.

Applicant has also added newly presented Claims 490-507 which are based on the allowed claims but without several limitations, such as Claim 490 and 499 not requiring an information server for serving MMVK tags, and Claim 499 not requiring a plurality of e-commerce enabled information servers.

Applicant also hereby submits a Terminal Disclaimer to overcome the obviousness-type double patenting rejection in view of copending Application Nos. 10/812,341; 10/059,078; 11/823,828; 10/059,076; and 10/058,970. Applicant has expressly abandoned US Application Nos. 11/804,769; 10/876,261; 10/602,990; 10/693,856; and 09/716,848.

In view therefore, of the Amendment and Remarks set forth above, Applicant firmly believes that the present invention defined by amended Claims 478-484 and 487-489, and newly presented Claims 490-507, is neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now in condition for allowance.

Favorable action is earnestly solicited.

After amendment there remain three (3) independent claims and twenty seven (27) claims in total. Enclosed in payment of the requisite excess claims fee of \$182.00 for a small entity is Thomas J. Perkowski, Esq. PC Check No. 8273.

The Commissioner is hereby authorized to charge any fee deficiencies to Deposit Account 16-1340.

Respectfully submitted,




Dated: September 17, 2009

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